

Amendment B  
Inventor Name: Warren McKinney  
Serial No.: 10/037,259  
Attorney Docket No.: 717228.7

## REMARKS

The subject Application was originally indicated as allowable. The allowance was subsequently withdrawn and a new Office Action issued. It is noted that only claims 1 and 4-14 were addressed while the pending claims include 1 and 4-15. The basis of the rejection in the New Office action is essentially the same as that proposed in earlier Office Actions, and the comments in the earlier responses are equally applicable herein. It is again pointed out, as was pointed out in previous responses, none of the references of record or the admitted state of prior art discloses or suggests the invention individually or in combination. There is no disclosure of a data storage attachment device that has a carrier strip with adhesive on opposite sides thereof, with one adhesive being a reusable adhesive, and the other adhesive being shrink resistant after application to the display panel. Even the newly cited reference, Kreckel et al., does not have such disclosure.

By way of further distinction, Kreckel et al. is directed to an image graphic system that utilizes a carrier 12 having an integrity layer with adhesive on opposite sides thereof. Mounted to it is an image carrier with several layers. The device that is disclosed in Kreckel et al. is for hanging graphic images such as signs and the like and presents different problems than overcome by the present invention. Further, the uses and environment of use of the Kreckel et al structure is entirely different and would not direct one how to solve the problems solved by the present invention. This reference does not disclose any more than other references previously cited. Additionally, it is clearly disclosed within this patent that both adhesive layers of the carrier are meant to be

reusable. See, for example, column 8 starting at line 17. There is no disclosure in this patent of a permanent adhesive. In fact, this patent teaches to the contrary. The permanent adhesive is claimed in, for example, Claim 5. The carrier 12 is designed and constructed for use on rigid signage and signage boards, e.g., theater and display boards that advertise movies or shows. This type of signage is disclosed as being changed by a person, on a daily or much longer term cycle and thus does not present the same problems presented by the mass machine/factory production of a data card display where the display panel is typically paper board. Additionally, the Kreckel et al carrier is apparently intended to be the same size as the signage whereas the carrier of the present invention is preferably smaller than the data card.

By way of additional distinction, Kreckel et al. is not related to a display device for the display and sale of data storage devices such as gift cards and the like. It is directed solely to an image display system having a three-layer adhesive carrier and a multi-layer image system, with the carrier being replaceable on the substrate while permitting removal and replacement of the image system from time to time. Further, there is no disclosure of the limitations set forth in Claim 9 about the relative surface areas or that the adhesive is in a plurality of spots as defined in Claim 10. As previously discussed, there is no disclosure in Kreckel et al. of the releasably adhered device being a data storage device, such as a data card. Kreckel et al. is directed solely to the temporary hanging and display of graphic image devices, which are apparently very thin and relatively large and are hand applied. The only disclosure by Kreckel et al. is apparently to provide some device that permits the releasable mounting and display of graphic

Amendment B  
Inventor Name: Warren McKinney  
Serial No.: 10/037,259  
Attorney Docket No.: 717228.7

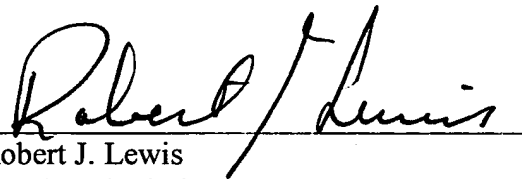
images such as posters while allowing replacement of the adhesive carrier on the substrate from time to time.

The other cited references do not make up for the deficiencies in the teachings of Kreckel, et al. It is submitted that the claims are still clearly distinguished over the references of record and that the claims are in a condition for allowance. Formal allowance of the claims is respectfully solicited. If advancement of the prosecution of this Application could be facilitated by an interview or an Examiner's Amendment might place this Application in a condition for allowance, it is respectfully requested that the Examiner contact the undersigned.

Respectfully submitted,

Date: \_\_\_\_\_

2/24/05



Robert J. Lewis  
Reg. No. 27,210  
Blackwell Sanders Peper Martin LLP  
720 Olive Street, 24th Floor  
St. Louis, Missouri 63101  
(314) 345-6000

ATTORNEYS FOR APPLICANTS